

FCC Form 396

EXHIBIT 3

Narrative Statement

The Nebraska Educational Telecommunications Commission (NETC) recruited for 13 position openings during the period for the period of February 1, 2019 through January 31, 2021. These positions were widely advertised through newspapers, State of Nebraska website and the NET website. Depending on the position, additional advertisements were placed in a number of sites that included, but not limited too: CURRENT, PBS, CPB Job Line, LinkedIn, Asian American Journalists, National Association of Black Journalists, social media platforms and additional job specific related websites. In addition to these recruitment initiatives, position openings were distributed to 52 diverse organizations representing educational institutions, minority and female organizations. It is our opinion that these recruitment efforts widely disseminate our position openings.

NETC advertised requests to community groups to become members of our job opening distribution list. During the period of February 1, 2019 through January 31, 2021 964 recorded announcements were aired on KUCV (FM) and KUON (TV) requesting acknowledgements of interest from the community for KUCV's job postings.

NETC was involved in the following long-term recruitment initiatives:

Participated in at least four (4) programs sponsored by educational institutions relating to career opportunities in broadcasting.

News Director met with a group of eight from the Murrow International Visitors program for a discussion and then a tour of the facility. June 7, 2019

Media Services Manager met with students from Osher Lifelong Learning Institute and gave them a tour of the facility. September 18, 2019

News Director met with 74 students and teachers from North Platte, Schuyler, Millard West, Lincoln High and Lincoln East and gave them a tour of the facility. These students were a part of the state high school journalism conference put on by Nebraska High School Press Association. October 21, 2019

Multimedia Reporter/Producer met with 12 students and teachers from Norwood Park Elementary School and gave them a tour of the facility. November 22, 2019

News Producer met with 8 students and teacher from the University of Nebraska- Lincoln's Journalism class and spoke about covering the Legislature. January 22, 2020

Senior Producer spoke at a local meeting of the University of Nebraska – Lincoln Sigma Alpha Lota Chapter, an international music fraternity, regarding how music and the arts are promoted on NET's Friday LIVE as well as the skills and training needed to acquire a Producer position in Radio/Broadcasting field. February 2020

Editing Department Manager provided a tour of the facilities for six University of Nebraska – Kearney video production students. February 28, 2020

News Producer conducted a Zoom screening and discussion of “Sold for Sex” documentary for a class at the University of Nebraska – Lincoln. September 23, 2020

Participated in scholarship program designed to assist students interested in pursuing a career in broadcasting.

KUCV participated in the Nebraska Broadcasters Association Foundation Scholarship Program. Participation included making a financial donation to the program, promoting the availability of the scholarship on-air and on the website as well as providing application forms upon request, answering questions and being involved in the selection process.

During the reporting period KUCV continued to provide internship opportunities for students. These internships provided 3 students the opportunity to work in Radio and Engineering.

Training program established to enable station personnel to acquire skills to qualify them for higher positions.

Twenty-six staff members attended a Public Media Journalists Association webinar on workplace culture. It’s part of the overarching Power Shift Project initiative to create workplaces free of harassment, discrimination and incivility. October 12, 2019

Forty staff members attended “Ethics and the Media: Putting Principles into Practice at NPR.” Two speakers from NPR talked to the group about how they have dealt with ethical issues at NPR. November 7, 2019

Purchased licenses for LinkedIn Learning which is an on-demand learning solution designed to help employees gain new skills and advance their careers.

NET hosted two Diversity and Inclusion Trainings led by UNL Office of Diversity and Inclusion that all NET employees, NET Foundation Board Members, and NET Commission Board Members attended either in-person or virtually. February 11 and February 18, 2020

Eighteen female staff members attended the ICAN (Institute for Career Advancement Needs) event that provided the leadership opportunity to spark new thinking and connection. A real life approach to becoming a quality leader. August 19, 2020

Attend Job Fairs:

Participated in the Pubmedia Virtual Career Fair on April 2, 2019.

Participated in the University of Nebraska Lincoln Career Fair on September 25, 2019.

Attended the NABJ/NAHJ Think Public Media Virtual Career Fair on August 5-7, 2020 and the AAJA Think Public Media Virtual Career Fair on August 12-14, 2020.

Attended the University of Nebraska Lincoln Virtual Career Fair on September 22, 2020.
Attended the NABJ Regional Career Fair on November 21, 2020.